

MERIT AWARDS POS PHOTO CONTEST

OFFICIAL RULES—NO PURCHASE NECESSARY

The MERIT Awards POS Photo Contest will be conducted from September 5, 1994 to September 30, 1994, in conjunction with the MERIT Awards September retail promotion window. Photos and entry forms are due by November 30, 1994. To participate in the Contest, merchandise MERIT in-store during the September retail promotion window. Utilize POS materials and displays to generate MERIT in-store visibility. Take a photo of your display.

To enter the Contest, complete and sign the Official Entry Form. Include your name, address, telephone number and section number, along with the retailer's name, telephone number and store address. Mail the entry form and one color photograph of your MERIT Awards display to: MERIT Awards POS Photo Contest, Attn: R. Robinson, Philip Morris U.S.A., 120 Park Avenue, New York, New York 10017. Only complete, eligible entries accompanied by one color photograph will be judged. No slides or transparencies accepted. Do not write on the front of the photograph. Each entry form and photograph represents one entry into the Contest. Entry forms may be photocopied. Only one entry per retailer allowed. Entries must be received by November 30, 1994.

Contest open only to authorized Philip Morris Incorporated Field Sales Force personnel, 21 years of age and older, and their corresponding retailers, 21 years of age and older. Other employees of Philip Morris Incorporated, its affiliates, subsidiaries, distributors, advertising and promotion agencies, other agents, and their immediate families are not eligible.

Entries will be judged based on the photograph of the display, according to the following criteria: visual impact (50%) and creative application of merchandising and display techniques with use of related POS materials (50%). Judging will be conducted by a multi-functional team at Philip Morris, whose decisions will be final.

Two prizes will be awarded for each winning display, one prize for the Philip Morris Field Salesperson and one prize for his/her corresponding retailer. No more than one prize will be awarded to a Philip Morris Field Salesperson. There will be a total of 70 winners. Prizes are as follows:

- 5 First Place Prizes (one per region): complete collection of MERIT Awards catalog items (estimated value \$215)
- 10 Second Place Prizes (two per region): MERIT Awards Suede Barn Jacket (estimated value \$108)
- 20 Third Place Prizes (four per region): MERIT Awards Leather Duffel Bag (estimated value \$55)

Every Philip Morris Field Salesperson who submits a properly completed entry form and photograph will receive a MERIT Awards Swiss Army Knife. Prizes are nontransferable. In the event that store policy prohibits awarding a prize to an individual employee, prize will be awarded in the name of the retail store.

Winners will be selected on or about December 15, 1994 from all complete, eligible entries received. All prizes will be awarded. Philip Morris Incorporated is not responsible for lost, late, damaged, misdirected or illegible mail or typographical or other errors in the printing of the offer, administration of the Contest or in the announcement of the prizes. All entries and photographs become the exclusive property of Philip Morris Incorporated and will not be returned.

Winners will be deemed eligible by Philip Morris Incorporated. Any prize returned as undeliverable will be awarded to an alternate winner. Any federal, state, or local taxes are the sole responsibility of the winners. Philip Morris Incorporated and its affiliates reserve the right to use prize winners' names and likenesses in any promotional activities relating to the Contest without further notification, permission or compensation to the winners, except where prohibited by law.

The likelihood of winning depends on the quality of the submission compared to the quality of all other entries, as judged by the criteria stated in the Official Rules. VOID WHERE PROHIBITED.

For the names of the winners, send a stamped, self-addressed envelope to: MERIT POS Photo Contest, Attn: R. Robinson, Philip Morris U.S.A., 120 Park Avenue, New York, New York 10017.

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MERIT AWARDS PROMOTION DISPLAY CONTEST ENTRY FORM

Store Information:

PM Retail Control Number _____
Store Name Shop Rite Liquors
Address 654 Broadway
City Bayonne State NJ ZIP 07002
Retailer's Name ROBERT SALKOWSKI
Authorized Retailer Signature Robert Salkowski
(required)
Birthdate 4 1 21 1 36
(required) Month Day Year

Philip Morris sales rep information:

PM Territory Number (6 digit) 13-23-01
PM Sales Rep Name JOSEPH DRAGO
Address 65 Oakridge Ave
City Nutley State NJ ZIP 07110
PM Sales Rep Signature Joseph Drago
(required)
PM Sales Rep Birthdate 01 1 26 1 64
(required) Month Day Year

- Entry forms must be RECEIVED no later than 11/30/94 at the address on the reverse side of this form.
- Developed picture(s) must accompany each entry form. One entry per store.
- Winners to be announced on or around 12/15/94.

SEND TO: MERIT Awards POS Photo Contest, Attn. R. Robinson, Philip Morris U.S.A., 120 Park Avenue, New York, NY 10017

- Is photo attached?
- Did you write your name and retail account number on the back of the photo?
- Do you have proper postage on the envelope?

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